



		Counties: Talladega, AL
00,00	2000 Total Population	80,321
	2000 Group Quarters	3,701
	2008 Total Population	80,937
	2013 Total Population	81,455
	2008 - 2013 Annual Rate	0.13%
0.0	2000 Households	30,674
	2000 Average Household Size	2.5
41 , }	2008 Households	31,347
	2008 Average Household Size	2.47
	2013 Households	31,822
	2013 Average Household Size	2.45
	2008 - 2013 Annual Rate	0.3%
	2000 Families	21,911
	2000 Average Family Size	3
	2008 Families	22,128
	2008 Average Family Size	3.01
	2013 Families	22,236
	2013 Average Family Size	3.01
	2008 - 2013 Annual Rate	0.1%
	2000 Housing Units	34,469
	Owner Occupied Housing Units	67.9%
	Renter Occupied Housing Units	21.1%
	Vacant Housing Units	11.0%
	2008 Housing Units	36,607
	Owner Occupied Housing Units	65.9%
	Renter Occupied Housing Units	19.7%
	Vacant Housing Units	14.4%
	2013 Housing Units	37,878
	Owner Occupied Housing Units	63.9%
	Renter Occupied Housing Units	20.1%
	Vacant Housing Units	16.0%
	Median Household Income	
	2000	\$31,625
	2008	\$36,279
	2013	\$39,291
	Median Home Value	
	2000	\$61,969
	2008	\$87,884
	2013	\$91,380
	Per Capita Income	
	2000	\$15,704
	2008	\$17,937
	2013	\$19,487
	Median Age	
	2000	36.6
	2008	38.6
	2013	40.2

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

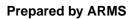




		Counties: Talladega, AL
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\$15,000 - \$24,999	Household Income Base	30,686
\$25,000 - \$34,999	< \$15,000	25.9%
\$35,000 - \$49,999	\$15,000 - \$24,999	15.2%
\$50,000 - \$74,999 6.4% \$75,000 - \$989,999 3.5% \$150,000 - \$149,999 3.5% \$200,000+ 0.9% Average Household Income \$40,753 2008 Household Income 3.1,347 Household Income Base 31,347 \$15,000 - \$24,999 14.0% \$20,000 - \$34,993 16.8% \$50,000 - \$49,999 7.5% \$10,000 - \$49,999 7.5% \$10,000 - \$149,999 7.5% \$10,000 - \$149,999 5.1% \$15,000 - \$29,999 5.1% \$15,000 - \$199,999 5.1% \$20,0000+ 1.0% Average Household Income 34,990 2013 Households by Income 1.0% Household Income Base 3.1,822 \$25,000 - \$349,999 1.2,2% \$25,000 - \$349,999 1.2,2% \$55,000 - \$49,999 1.5,4% \$50,000 - \$74,999 2.2,4% \$50,000 - \$149,999 5.9% \$10,000 - \$149,999 5.9% \$50,000 - \$149,999 1.0,4%	\$25,000 - \$34,999	13.4%
\$50,000 - \$74,999 6.4% \$75,000 - \$989,999 3.5% \$150,000 - \$149,999 3.5% \$200,000+ 0.9% Average Household Income \$40,753 2008 Household Income 3.1,347 Household Income Base 31,347 \$15,000 - \$24,999 14.0% \$20,000 - \$34,993 16.8% \$50,000 - \$49,999 7.5% \$10,000 - \$49,999 7.5% \$10,000 - \$149,999 7.5% \$10,000 - \$149,999 5.1% \$15,000 - \$29,999 5.1% \$15,000 - \$199,999 5.1% \$20,0000+ 1.0% Average Household Income 34,990 2013 Households by Income 1.0% Household Income Base 3.1,822 \$25,000 - \$349,999 1.2,2% \$25,000 - \$349,999 1.2,2% \$55,000 - \$49,999 1.5,4% \$50,000 - \$74,999 2.2,4% \$50,000 - \$149,999 5.9% \$10,000 - \$149,999 5.9% \$50,000 - \$149,999 1.0,4%		17.5%
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\$15,000 - \$24,999	Household Income Base	31,822
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2000 Specified Renter Occupied HUs by Contract Rent Total 7,133 With Cash Rent 83.9% No Cash Rent 16.1% Median Rent \$254		
Total 7,133 With Cash Rent 83.9% No Cash Rent 16.1% Median Rent \$254	Average Home Value	\$80,378
Total 7,133 With Cash Rent 83.9% No Cash Rent 16.1% Median Rent \$254	2000 Specified Renter Occupied HUs by Contract Rent	
With Cash Rent 83.9% No Cash Rent 16.1% Median Rent \$254		7,133
No Cash Rent 16.1% Median Rent \$254		
Median Rent \$254		
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Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.



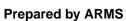




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HI	••
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	Counties: Talladega, AL
2000 Population by Age	
Total	80,321
0 - 4	6.3%
5 - 9	6.9%
10 - 14	7.3%
15 - 19	7.3%
20 - 24	6.2%
25 - 34	13.6%
35 - 44	15.3%
45 - 54	14.0%
55 - 64	9.8%
65 - 74	7.4%
75 - 84	4.5%
85+	1.4%
18+	75.0%
2008 Population by Age	
Total	80,937
0 - 4	6.4%
5 - 9	6.3%
10 - 14	6.4%
15 - 19	6.5%
20 - 24	6.1%
25 - 34	13.4%
35 - 44	14.0%
45 - 54	14.8%
55 - 64	12.3%
65 - 74	7.6%
75 - 84	4.5%
85+	1.8%
18+	77.5%
2013 Population by Age	24.45
Total	81,455
0 - 4	6.2%
5 - 9	6.1%
10 - 14	6.4%
15 - 19	6.5%
20 - 24	5.9%
25 - 34	12.2%
35 - 44	13.3%
45 - 54	14.5%
55 - 64	13.9%
65 - 74	8.3%
75 - 84	4.7%
85+	2.0%
18+	77.8%
2000 Population by Sex Males	48.9%
Females	51.1%
	31.1%
2008 Population by Sex Males	40.007
	49.2%
Females	50.8%
2013 Population by Sex	
Males	49.2%
Females	50.8%







	Counties: Talladega, AL
2000 Population by Race/Ethnicity	
Total	80,321
White Alone	67.0%
Black Alone	31.5%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.2%
Some Other Race Alone	0.2%
Two or More Races	0.7%
Hispanic Origin	1.0%
Diversity Index	46.2
2009 Deputation by Boss/Ethnicity	
2008 Population by Race/Ethnicity Total	80,937
White Alone	64.9%
Black Alone	33.2%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.4%
Some Other Race Alone	0.4%
Two or More Races	0.9%
Hispanic Origin	1.5%
Diversity Index	48.5
2013 Population by Race/Ethnicity	
Total	81,455
White Alone	63.6%
Black Alone	34.1%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.4%
Some Other Race Alone	0.6%
Two or More Races	1.0%
Hispanic Origin	1.9%
Diversity Index	49.9
2000 Population 3+ by School Enrollment	
Total	77,243
Enrolled in Nursery/Preschool	1.5%
Enrolled in Kindergarten	1.5%
Enrolled in Grade 1-8	12.3%
Enrolled in Grade 9-12	6.1%
	3.1%
Enrolled in College Enrolled in Grad/Prof School	
	0.3%
Not Enrolled in School	75.2%
2008 Population 25+ by Educational Attainment	
Total	55,278
Less than 9th Grade	8.0%
9th - 12th Grade, No Diploma	17.3%
High School Graduate	36.8%
Some College, No Degree	19.6%
Associate Degree	5.7%
Bachelor's Degree	7.7%
Graduate/Professional Degree	5.0%
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Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ ethnic groups.





Prepared by ARMS

		Counties: Talladega, AL
	2008 Population 15+ by Marital Status	
	Total	65,459
	Never Married	22.5%
	Married	58.2%
	Widowed	8.3%
	Divorced	11.0%
	2000 Paradation 40 - ha Franksament Status	
h	2000 Population 16+ by Employment Status Total	62,620
	In Labor Force	55.2%
	Civilian Employed	50.9%
	Civilian Unemployed	4.3%
	In Armed Forces	0.0%
	Not in Labor Force	44.8%
	Not in Labor Force	44.0%
	2008 Civilian Population 16+ in Labor Force	
	Civilian Employed	91.4%
	Civilian Unemployed	8.6%
	2013 Civilian Population 16+ in Labor Force	
	Civilian Employed	92.1%
	Civilian Unemployed	7.9%
	2000 Females 16+ by Employment Status and Age of Children	22 407
	Total	32,407
	Own Children < 6 Only	7.7%
	Employed/in Armed Forces	4.4%
	Unemployed	0.5%
	Not in Labor Force	2.8%
	Own Children < 6 and 6-17 Only	5.5%
	Employed/in Armed Forces	3.2%
	Unemployed	0.3%
	Not in Labor Force	2.0%
	Own Children 6-17 Only	16.9%
	Employed/in Armed Forces	11.3%
	Unemployed	0.6%
	Not in Labor Force	4.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008.

No Own Children < 18

Not in Labor Force

Unemployed

Employed/in Armed Forces

69.9%

26.5%

3.3%

40.1%



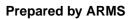




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	Counties: Talladega, AL
2008 Employed Population 16+ by Industry	
Total	36,067
Agriculture/Mining	2.6%
Construction	8.2%
Manufacturing	21.2%
Wholesale Trade	2.8%
Retail Trade	12.0%
Transportation/Utilities	4.6%
Information	1.3%
Finance/Insurance/Real Estate	4.3%
Services	37.2%
Public Administration	5.8%
	0.070
2008 Employed Population 16+ by Occupation	36.067
Total White Collar	36,067
	48.5%
Management/Business/Financial	9.1%
Professional	17.3%
Sales	11.0%
Administrative Support	11.0%
Services	14.5%
Blue Collar	37.0%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	7.9%
Installation/Maintenance/Repair	7.1%
Production	13.1%
Transportation/Material Moving	8.5%
2000 Workers 16+ by Means of Transportation to Work	
Total	31,443
Drove Alone - Car, Truck, or Van	83.9%
Carpooled - Car, Truck, or Van	12.2%
Public Transportation	0.7%
Walked	1.2%
Other Means	0.8%
Worked at Home	1.2%
2000 Workers 16+ by Travel Time to Work	
Total	31,443
Did Not Work at Home	98.8%
Less than 5 minutes	3.6%
5 to 9 minutes	13.7%
10 to 19 minutes	33.0%
20 to 24 minutes	13.5%
25 to 34 minutes	15.1%
35 to 44 minutes	3.6%
45 to 59 minutes	6.7%
60 to 89 minutes	6.4%
90 or more minutes	3.1%
Worked at Home	1.2%
Average Travel Time to Work (in min)	25.1
2000 Households by Vehicles Available	20.1
•	20 674
Total None	30,674
	10.2%
1	30.0%
2	36.6%
3	16.2%
4	4.6%
5+	2.3%
Average Number of Vehicles Available	1.8







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	Counties. ranadega, AL
2000 Households by Type	
Total	30,674
Family Households	71.4%
Married-couple Family	52.4%
With Related Children	23.5%
Other Family (No Spouse)	19.1%
With Related Children	12.7%
Nonfamily Households	28.6%
Householder Living Alone	25.9%
Householder Not Living Alone	2.7%
Households with Related Children	36.2%
Households with Persons 65+	25.3%
2000 Households by Size	
Total	30,674
1 Person Household	25.9%
2 Person Household	33.2%
3 Person Household	18.7%
4 Person Household	14.1%
5 Person Household	5.5%
6 Person Household	1.8%
7+ Person Household	0.9%
2000 Households by Year Householder Moved In	
Total	30,674
Moved in 1999 to March 2000	15.3%
Moved in 1995 to 1998	27.2%
Moved in 1990 to 1994	15.4%
Moved in 1980 to 1989	17.1%
Moved in 1970 to 1979	11.7%
Moved in 1969 or Earlier	13.3%
Median Year Householder Moved In	1993
2000 Housing Units by Units in Structure	
T-4-1	0.4.400



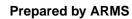
Total	34,469
1, Detached	62.4%
1, Attached	1.1%
2	3.0%
3 or 4	2.8%
5 to 9	1.9%
10 to 19	0.4%
20+	1.9%
Mobile Home	26.3%
Other	0.3%

2000 Housing Units by Year Structure Built

Total	34,469
1999 to March 2000	2.4%
1995 to 1998	10.3%
1990 to 1994	8.5%
1980 to 1989	19.2%
1970 to 1979	18.0%
1969 or Earlier	41.5%
Median Year Structure Built	1975

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.







Top 3 Tapestry Segments

1.	Southern Satellites
2.	Rural Bypasses
3.	Rustbelt Retirees

2008 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

business revenue.	tuany exchaence. Concumer openianty accenter equal
Apparel & Services: Total \$	\$42,104,434
Average Spent	\$1,343.17
Spending Potential Index	50
Computers & Accessories: Total \$	\$4,209,702
Average Spent	\$134.29
Spending Potential Index	56
Education: Total \$	\$22,090,092
Average Spent	\$704.70
Spending Potential Index	51
Entertainment/Recreation: Total \$	\$75,041,959
Average Spent	\$2,393.91
Spending Potential Index	64
Food at Home: Total \$	\$98,660,986
Average Spent	\$3,147.38
Spending Potential Index	64
Food Away from Home: Total \$	\$66,242,167
Average Spent	\$2,113.19
Spending Potential Index	62
Health Care: Total \$	\$92,360,792
Average Spent	\$2,946.40
Spending Potential Index	72
HH Furnishings & Equipment: Total \$	\$39,612,038
Average Spent	\$1,263.66
Spending Potential Index	55
Investments: Total \$	\$14,821,869
Average Spent	\$472.83
Spending Potential Index	47
Retail Goods: Total \$	\$541,507,369
Average Spent	\$17,274.62
Spending Potential Index	64
Shelter: Total \$	\$263,314,283
Average Spent	\$8,399.98
Spending Potential Index	54
TV/Video/Sound Equipment: Total \$	\$27,902,412
Average Spent	\$890.11
Spending Potential Index	62
Travel: Total \$	\$33,202,585
Average Spent	\$1,059.19
Spending Potential Index	56
Vehicle Maintenance & Repairs: Total \$	\$19,671,614
Average Spent	\$627.54
Spending Potential Index	63

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.